FRIEDRICH

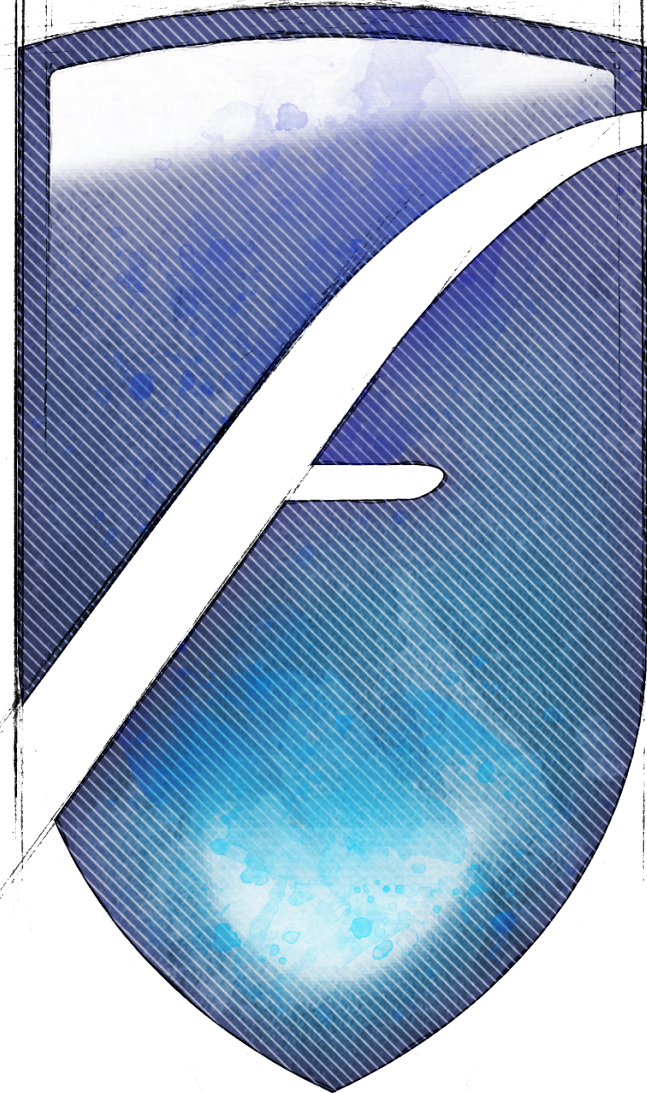## VISUAL BRAND GUIDELINES

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Our Visual Brand Language is everything people see about our brand—from control panels to the color, the shape, and of course, the logo placed on it. But as the sum of its parts, it's much more than that. This collection of design elements becomes the Face of Friedrich®, and it should make a powerful first impression.

With a carefully crafted visual combination, the Friedrich Visual Brand Language has the ability to capture attention, convey our brand message and inspire our designers and engineers to make products that are uniquely us.

LOGO: VERSIONS

As with all logos, the Friedrich® logo is meant to be an emblem and an official seal representing the core values of the Friedrich brand. It's designed as a visual cue that whether you're looking at an ad, a website or even a product itself, you immediately know you're looking at a Friedrich product. See the following pages for more usage guidelines.

Primary Logo (4-Color)

Primary 1883 Logo (4-Color) Special Use Only

Primary Flat Logo (3-Color) Special Use Only

Primary 1-Color Logos Special Use Only

Secondary Logo (4-Color)

Secondary 1883 Logo (4-Color) Special Use Only

Secondary Flat Logo (3-Color) Special Use Only

Secondary 1-Color Logos Special Use Only

Shield Only Special Use Only

Primary Logo (4-Color) Commercial Use Only

LOGO: 3D (PRIMARY)

As with all logos, the Friedrich® logo is meant to be an emblem and an official seal representing the core values of the Friedrich brand. It's designed as a visual cue that whether you're looking at an ad, a website or even a product itself, you immediately know you're looking at a Friedrich product.

The 3-dimensional Friedrich® logo is the preferred logo for use in all print, digital and broadcast media. The primary choice for the logo should always be the horizontal version, but a vertical is available for when horizontal space is limited.

Style

The primary choice for the logo should always be the horizontal version, but a vertical is available for when space requires it.
On light backgrounds, Friedrich should be shown in black.

Reversed

This version of the logo is used in materials in which the logo is on a black background or on solid backgrounds from the color palette.

Minimum Size

To ensure the logo is legible, it should be used no smaller than the minimum size shown below for both horizontal and vertical.

Minimum size = 1.25"

Minimum size = 1"

Clear Space

When placing either the horizontal or vertical logo near other graphics and /or text, use the visual guideline to the left to maintain approved distances.

CLEAR SPACE

CLEAR SPACE

NOTE: Registered in: U.S., Bahrain, Canada, China, Germany, Hong Kong, India, Kuwait, Mexico, Nigeria, Oman, Pakistan, Puerto Rico, Saudi Arabia, Singapore, Taiwan, Thailand, United Arab Emirates, Chile, and Brazil.

FRIEDRICH BRAND STANDARDS & GUIDELINES

LOGO: UNACCEPTABLE USAGE

It is important to keep logo use correct and consistent throughout our communications, therefore we must not deviate from the logos shown previously in this manual. Below are examples of some unacceptable uses of the Friedrich® logo.

A. Never use a large drop shadow

B. Never outline

C. Never reposition any parts

D. Use only approved colors

E. Always maintain the logo's clear space

F. Never modify the logo artwork in any way or add elements to it

G. Never place the logo on a photo or illustration where legibility will be compromised

H. Always use a high resolution version

I. Do not rotate

J. Never use the Friedrich wordmark without the shield

K. Do not adjust the carefully chosen spacing of the "Friedrich" text in the logo
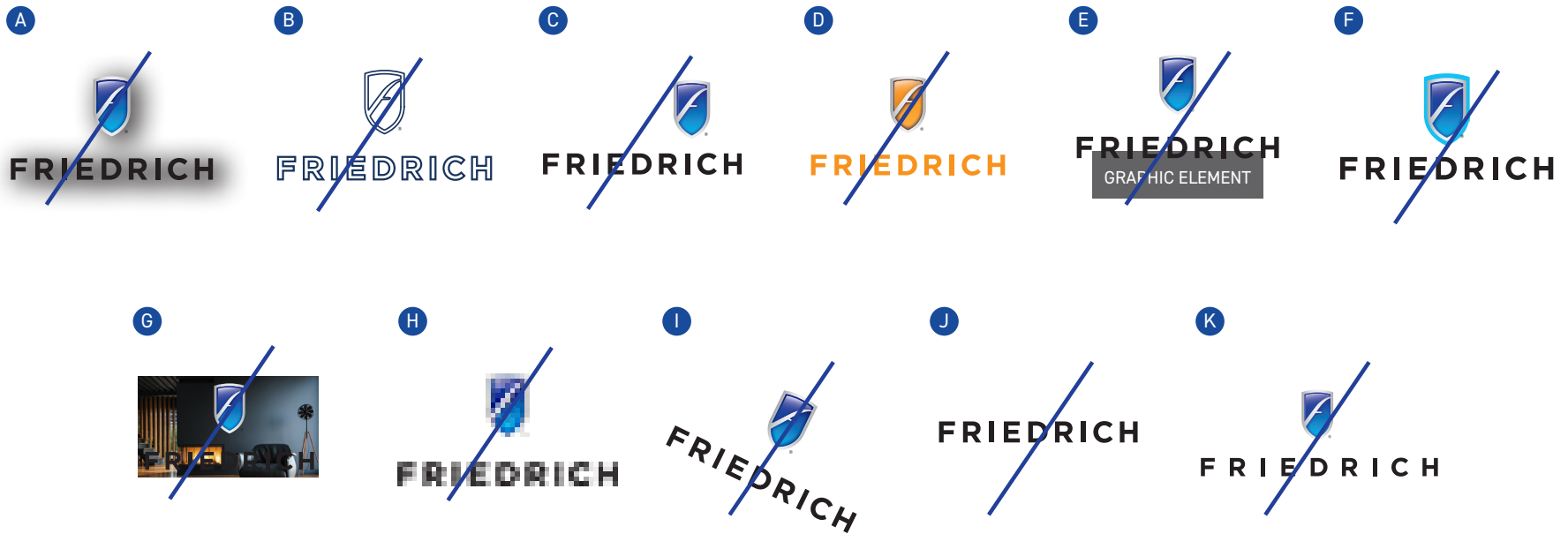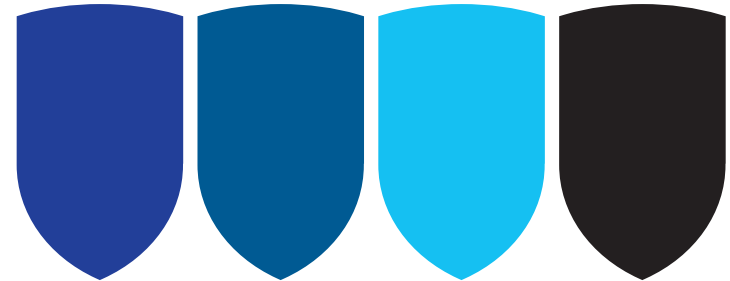
COLOR PALETTE

Color plays an important role in brand presence and recognition. Fortunately, we have a broad color palette that stands out against the competition and provides creative flexibility in design.

Primary Color Palette

Our primary color palette consists of three shades of blue and black. Along with white, these serve as the color foundation for all communications. It's important to keep communications clean and uncomplicated, always using white space generously.

Secondary Color Palette

Our secondary color palette, represented by the paired circles below, was selected to convey a sense of modern design, fresh thinking and innovation. It was created to complement our primary color palette (above) and each of the secondary colors shown may be used interchangeably for design accents on both trade and consumer communications.

NOTE: As part of Rheem's family of brands, the Rheem Red (PMS185) will occasionally appear and can be utilized when necessary; Especially in Powerpoint presentations that are combined opportunities.

COLOR PALETTE

Primary Colors

Reflex Blue	Corporate Blue	Cyan Blue	Black
PMS Reflex Blue	PMS 7691c	PMS 306c	PMS Black
CMYK 100 90 0 0	CMYK 100 43 0 30	CMYK 70 0 0 0	CMYK 0 0 0 100
RGB 0 20 137	RGB 0 98 152	RGB 0 181 226	RGB 0 0 0
#001489	#006298	#00B5E2	#000000

Secondary Colors

Blue	Light Blue	Green	Orange	Yellow	Light Teal	Dark Gray	Light Gray
PMS 534c	PMS 5425c	PMS 576c	PMS 144c	PMS 142c	PMS 563c	PMS Cool Gray 10c	PMS Cool Gray 7c
CMYK 95 74 7 44	CMYK 45 16 9 24	CMYK 64 25 100 7	CMYK 0 51 100 0	CMYK 0 24 78 0	CMYK 54 0 29 2	CMYK 0 0 0 75	CMYK 0 0 0 47
RGB 27 54 93	RGB 122 153 172	RGB 120 157 74	RGB 237 139 0	RGB 241 190 72	RGB 107 187 74	RGB 99 102 106	RGB 151 153 155
#1B365D	#7A99AC	#789D4A	#ED8B00	#F1BE48	#6BBBAE	#63666A	#97999B

PMS: To minimize color variation, use PMS colors whenever possible.

CMYK: Process color (CMYK) is the primary color model for four-color printed projects like collateral.

RGB/HEX: Primarily used for digital applications.

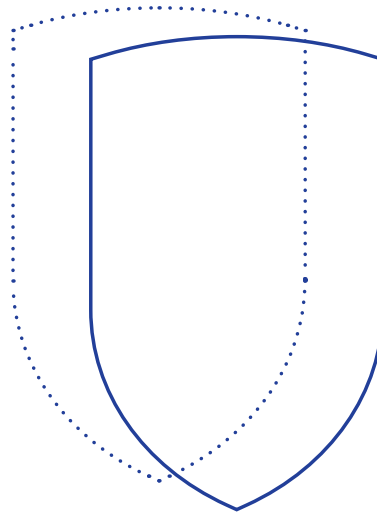# GRAPHIC ELEMENTS

Shield Usage

The shield can be used in a multitude of ways, making sure to not overlap shields but use purposefully on a piece.

Content frame, from claims to callouts, use the shield to draw attention to key facts

Image frame, can capture a photo to show product in environment or zoomed in detail of product

Dotted or stroked frame, can be in white used on color background as well to outline key features or subjects

Knockout frame, can be used to punch out a focal area in photo or piece

Shield tab, the shield can be reduced to hang on corner of page or area to break down chapters / sections of focus

GRAPHIC ELEMENTS

Shield in Use Examples

70 YEARS

MANUFACTURING HVAC

Based in Texas since 1883,
manufacturing ACs since 1952

GRAPHIC ELEMENTS: GRADIENT

A common background in Friedrich communications is our gradient. With two of our blues as its endpoints, it should only be used vertically as shown. It can be used light to dark or dark to light. Another option is a radial gradient as shown at the bottom. Left/right and angled gradients are to be avoided.

TYPOGRAPHY & FONTS

To ensure that Friedrich communication looks the same regardless of medium, we have chosen a font that can be used for both online and print. The notable exception is Microsoft Office applications, such as PowerPoint, for which the default font is acceptable.

DIN Light / *DIN Light Italic*

DIN Light may be used for headlines, sub-headlines and body copy.

DIN Regular / *DIN Regular Italic*

DIN Regular may be used for headlines and body copy.

DIN Bold / ***DIN Bold Italic***

DIN Bold may be used to emphasize key phrases and callouts or when encountering readability issues when using the slimmer font over complex backgrounds.

Calibri Regular / **Calibri Bold**

Calibri may be used as primary font when using Microsoft Powerpoint and Office programs.

NOTE: The Italic version of these font weights may be used to emphasize key phrases and to denote certain product names.

FRIEDRICH